

Driving More Leads with HubSpot

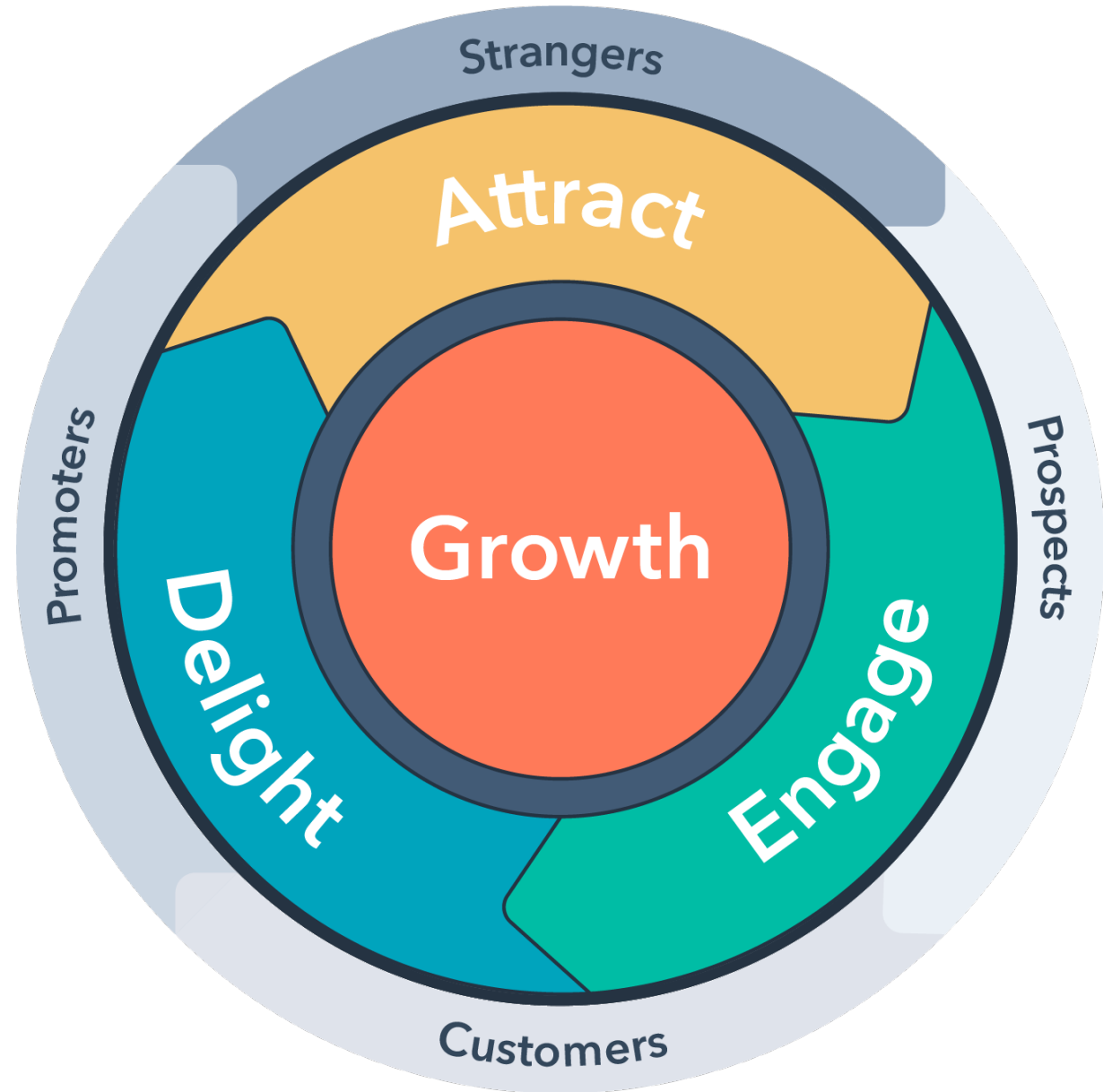
SIMPLE STRAT

FLYWHEEL FUEL SERIES



Flywheel Fuel Series

Help you create the
fuel you need to
power your
flywheel



Objectives

- Learn effective methods to generate more leads using HubSpot's suite of tools and features, covering everything from content marketing to email campaigns and beyond
- Explore a framework that will help you identify opportunities and rate by level of effort and impact
- Review real-life examples and case studies that show these ideas in action



Simplify Growth

With HubSpot and the expertise to use it to its full potential.



Buy
HubSpot



Fix
HubSpot



Put HubSpot
to Work

- HubSpot Management -
- Marketing Support -



Implement
HubSpot



Learn
HubSpot

Getting More Leads



SHOW ME THE

LEADS!!!!!!!

First, let's get on the same page!

- Lead generation: The process of attracting and converting prospects interested in your brand, product, or service

Lead Conversions:

- Visitor to subscriber
- Subscriber to lead
- Lead to MQL
- MQL to SQL
- SQL to Opportunity

This gets really messy to define
because it depends on your strategy.

LEAD

- Qualified contacts that fit your ICP
- Inside or outside your CRM

MQL

- Contacts who have engaged with your marketing efforts but aren't ready to talk to sales

SQL

- Contacts who have taken actions that indicate their interest in becoming a paying customer

Another Way to Look at It:

- Suspect to Prospect
- Prospect to Lead
- Lead to Opportunity

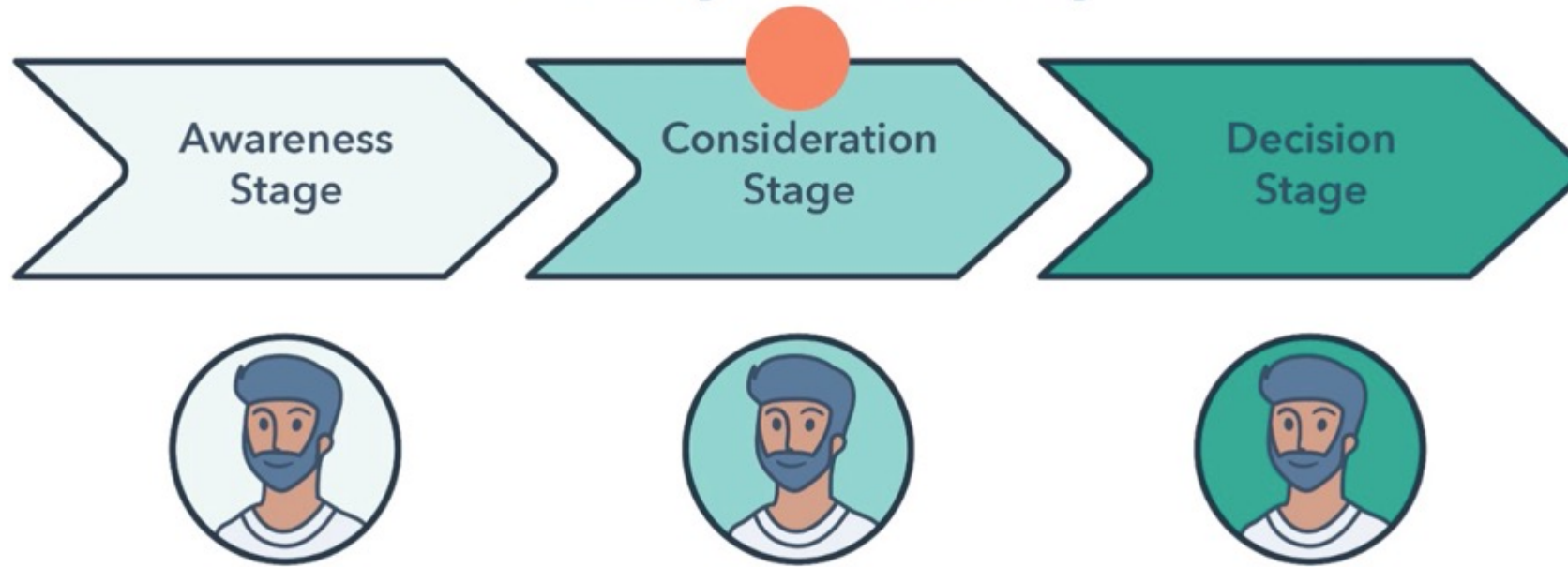
ASSUMPTIONS



You must have a solid strategy:

- Who are your ideal customers?
- What are their goals, pains, and aspirations?
- What are their buying triggers?
- What info do they need to make decisions?
- How does this change throughout their journey?

The Buyer's Journey



This is broken down into three stages: the buyer becomes **aware** of their challenge or goal, they **consider** solutions to help, and finally **decide** which brand can provide that solution.

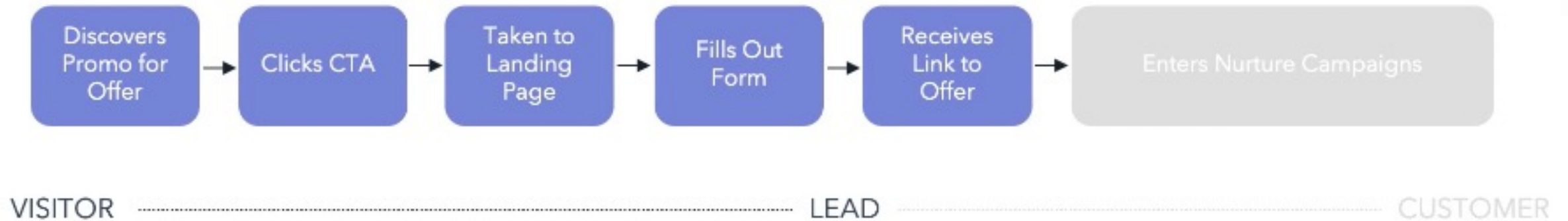
Lead Gen Tools According to HubSpot



Features in HubSpot specifically for Lead Gen:

- Landing pages
- Forms
- Emails
- Reporting
- CRM

Lead Generation Process



**HubSpot's advantage is
all of your lead gen tools
are in one place**





**Let's talk about 17 ways
you can use these tools to
generate more leads!**



1. Landing Page + Lead Magnet Funnel

info.simplestrat.com/10-things-tackle-before-buying-hubspot



HubSpot Happiness Awaits

For some, HubSpot is a major catalyst for growth. For others, it's a huge waste of money. The tips in this guide can make all the difference.

Email*
alisonannes@hotmail.com


Which best describes your organization?*

Please Select

Industry*


- Please Select -

SEND MY COPY!




Get Started Easily

Follow the 10 steps in this guide and you'll have everything you need to make onboarding a breeze.



Get Results Fast



This guide is packed with actionable tips to help you hit the ground running, including 3 quick-win strategies.



Avoid Wasting Money

HubSpot is one of the best tools, but it's not necessarily the cheapest. Learn how to make every penny of your investment count.

info.simplestrat.com/10-things-to-tackle-before-buying-hubspot-thank-you-23...



Thanks Ali, you're awesome!


Your free checklist is zooming to your email inbox as we speak. But if you're in a hurry, click the button below to download it now. Cheers!

DOWNLOAD NOW

Wait, there's more free stuff down here!

Have questions about HubSpot, getting onboarding help from a HubSpot Partner Agency like us, or anything else related to inbound marketing? Sign up for a free 30 minute phone consultation with one of our strategists!

LET'S DO IT!



[Return to SimpleStrat.com](#)



1. Landing Page + Lead Magnet Funnel

Sequences

Manage

Analyze

Scheduled

10 things



Owner: Any



NAME



v1 10 Things Before Buying HubSpot Follow Up



v2 10 Things to Tackle Before Buying HubSpot Follow Up

Edit template



Name: 10 things before buying HubSpot email 01 v2

Owner: Will DePeri

Subject: Want to learn more about HubSpot?

Shared with everyone

No folder

Hi **Contact: First name**,

Thanks for downloading our free guide, **10 Things to Tackle Before Buying HubSpot**. Do you want to know if HubSpot would be a good fit for you and **Contact: Company name**?

Simple Strat is a Diamond HubSpot Solutions Partner - we help our clients get the most out of HubSpot by assisting them in setup, training them on best practices, and encouraging user adoption. You can even leverage our knowledge and expertise to get free purchase assistance, where we'll help you decide which product mix and tiers are right for you.

Feel free to **grab some time in our calendar** to chat and pick our brains.

Thanks!

B I U T More

Personalize Insert

Your signature will be included when you use this template. [Edit signature](#)

Save as new template

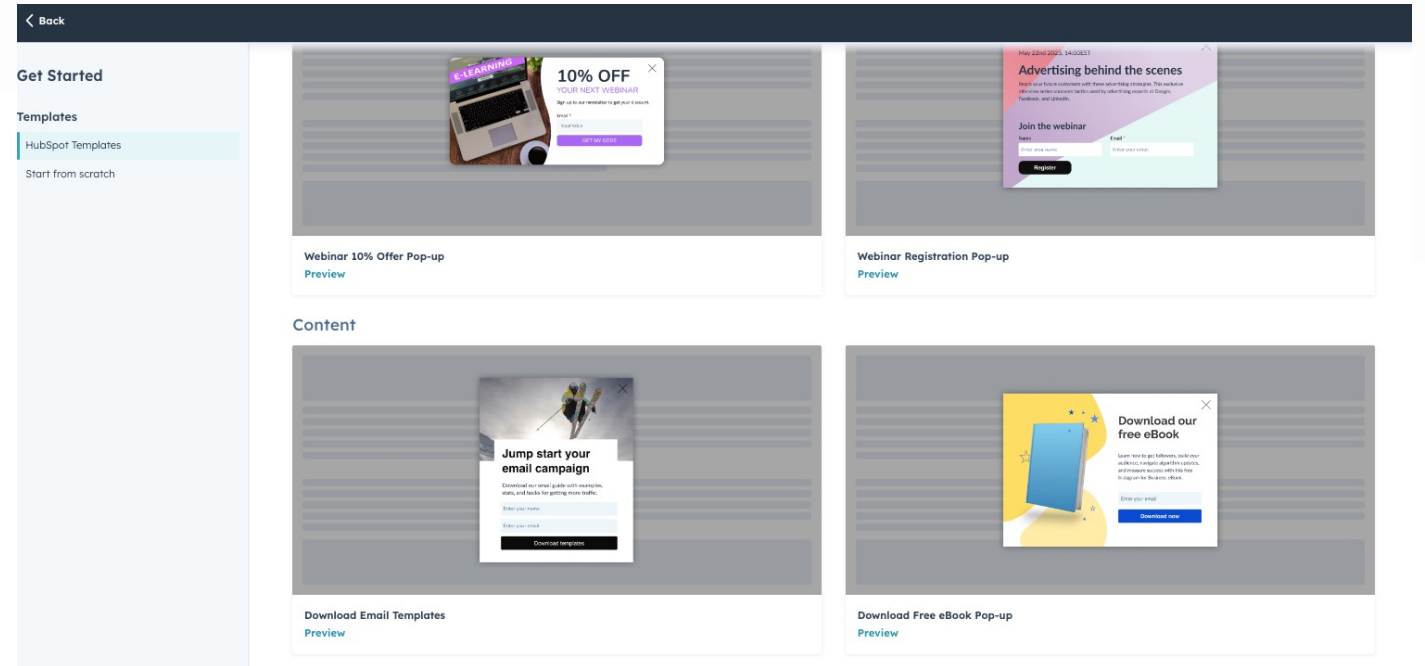
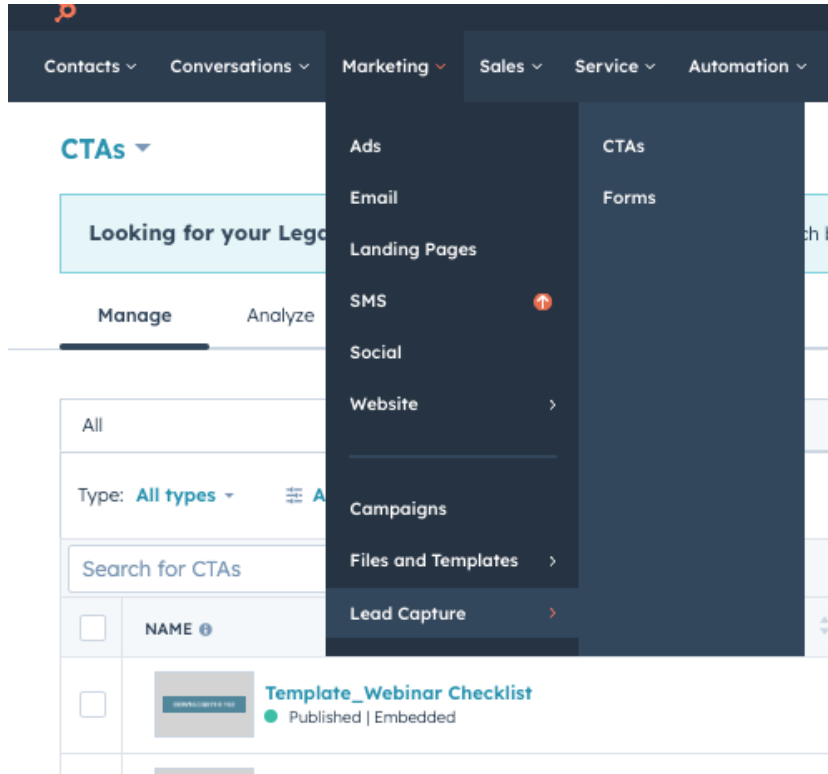
Update existing template

Cancel

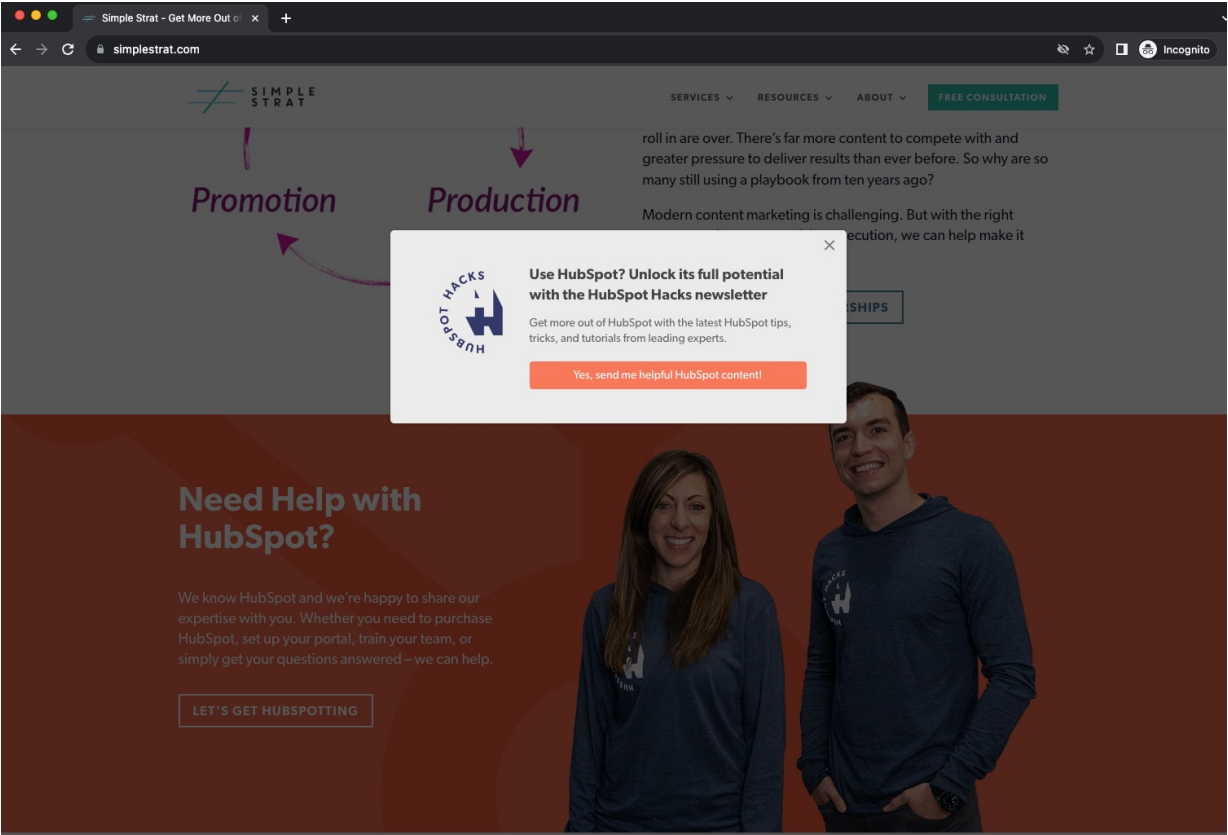
✓ This email looks fantastic!



2. Pop-Up CTAs on High Traffic Pages





2. Pop Up CTAs on High Traffic Pages



198
89
949
0
645



3. CTAs for Interest/Follow Up with an Event

<input type="checkbox"/>	 Inbound Survey 2023 - Not Going ● Published Embedded	785	25	3.18%
<input type="checkbox"/>	 Inbound Survey 2023 - Going ● Published Embedded	784	16	2.04%

View in browser



INBOUND Is Almost Here!

INBOUND, HubSpot's annual conference about all things growth is only a few weeks away! Our team will be heading to Boston for the festivities, will we see you there?

Take our one-click survey:

- Use a workflow to put people in a specific follow up
- in person = task to reach out to book a meeting if they fit our ICP
- Not this year = make sure they get our INBOUND recap

4. Social Posting to Individual Profiles on LI

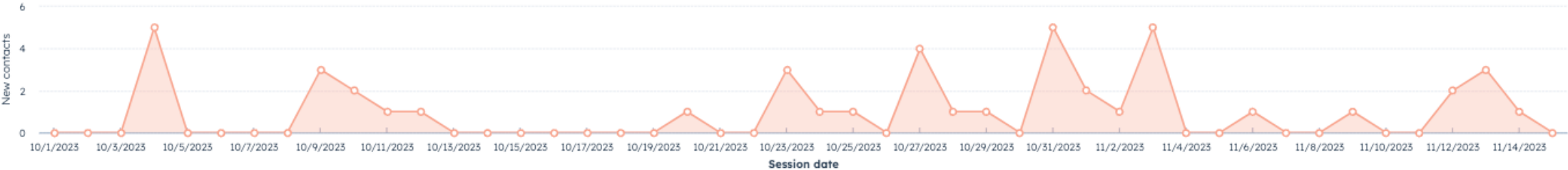
New Contacts ⓘ

Activity between 10/1/2023–11/15/2023

Date range: This quarter so far | Frequency: Daily

● LinkedIn

45



Top posts Filter by: Most interactions ▾



Unlock the secrets of effective marketing with [HubSpot](#)! Dive into our latest video where we break down the essentials of using HubSpot to engage...
Published Oct 24, 2023 11:03 AM



Link preview

INTERACTIONS
48

CLICKS
22

IMPRESSIONS
N/A

SHARES
N/A

4. Social Posting to Individual Profiles on LI

Exit

Save draft

✓ Last saved 9:50 AM

Create new social posts

Learn More ▾

✕ Ali Schwanke

Create your posts

Draft

in

✕ Ali Schwanke

Need to get a handle on your lead sources as you're planning for 2024? Don't miss this master class over on our YouTube Channel - <https://youtu.be/b12DFRr3gVA?feature=shared>

Add media

A Master Class in HubSpot Lead Source Tracking
Are you looking for ways to better understand where your leads are coming from in HubSpot? By mastering HubSpot lead sources you can pinpoint where to invest...
<https://www.youtube.com/watch?feature=shared&v=b12...>

Publishing options

☐ Publish now ☒ Schedule for later

Date

11/15/2023

Time

11:09 AM

Choose a time from your defaults

11:09 AM 2:09 PM 4:54 PM

Default time zone: UTC-06:00

Campaign

HubSpot Hacks

Previews may display differently when posted.

Scheduled
Wednesday, November 15, 2023 11:09 AM

in

Ali Schwanke

now · 🌐

Need to get a handle on your lead sources as you're planning for 2024? Don't miss this master class over on our YouTube Channel - <https://youtu.be/b12DFRr3gVA?feature=shared>

Mastering HubSpot Lead Sources

A Master Class in HubSpot Lead Source Tracking
youtu.be

Like Comment Share Send

in

Alexis Eaglin

👁️ All the tips coming your way this week! From progressive forms to **HubSpot's** SEO page checklist and exit-intent popups, discover a number of ideas to level up your lead gen in 2024. Join us 📌
<https://hubs.ly/Q028KT4F0>

FLYWHEEL FUEL SERIES

17 Ways to Get More Leads Using HubSpot

Wednesday, November 15 | 12pm CST / 1pm EST

PRESENTED BY ALEX SCHWANKE

Link preview

Created by You

Published at
Nov 13, 2023 2:54 PM

Campaign
Flywheel Fuel Webinar Series

HubSpot Tracked Clicks Interactions
1 2

Clone

13

in Alexis Eaglin - 2:54 PM

14

5. Optimize your blogs for leads from search

The screenshot displays the Simple Strat AI writing tool interface. The main content area shows a blog post titled "Thought Leadership Tactics: The Complete List" by Tyler Samani-Sprunk, dated August 16, 2023. The post content discusses the importance of thought leadership in the current AI-saturated market and provides a list of tactics. The interface includes a top navigation bar with "Exit", "File", "Edit", "View", "Settings", and "Help" menus, and a right sidebar with "Save", "Preview", and "Update" buttons. Two red boxes highlight specific recommendation panels. The left red box highlights the "Recommendations" panel on the left side of the interface, which includes sections for "You're writing about the topic:", "Subtopic Keyword:", "Consider adding these ideas to your content", and "Topics". The right red box highlights the "Recommendations" panel on the right side of the interface, which includes sections for "Recommendations", "Header", "Title", "Meta Description", "Images", "Links", "Mobile Friendliness", and "Crawling and Indexing".

Recommendations (Left Panel):

- You're writing about the topic: Thought Leadership
- Subtopic Keyword: thought leadership tactics
- Consider adding these ideas to your content:
 - thought leadership content
 - thought leadership content strategy
 - thought leadership marketing
- Show more
- Topics
 - Title mentions thought leadership tactics
 - Including the topic phrase in the page title helps visitors and search engines understand what your page is about.
 - Learn more about topics
 - Link page to topic pillar page
 - Linking to the pillar page helps visitors navigate your site. It also tells search engines that you're an expert on Thought Leadership and have written about this topic from multiple angles.
 - Meta description mentions thought leadership tactics
 - Including the topic phrase in the page meta description helps visitors and search engines understand what your page is about.
 - Use subtopic phrases in page body
 - Including subtopic phrases in your page body helps search engines understand what your page is about.

Recommendations (Right Panel):

- Recommendations
 - linkedin thought leadership
 - how to become a thought leader
 - See less
 - Learn more about subtopic phrases
- Header
- Title
- Meta Description
- Images
 - Add missing or blank image alt text
 - Alt text helps search engines and visually impaired users understand what your image is about. The exceptions are decorative images (bullets, borders, etc), which should have a blank alt text attribute to aid screen readers.
 - These images have missing or blank alt text attributes:
 - 664e2a5b26dd15af0fca4e354c41eb9;
 - 664e2a5b26dd15af0fca4e354c41eb9;
 - ?
 - See more
 - Learn more about alt text
- Links
- Mobile Friendliness
- Crawling and Indexing



6. Use workflow templates

[Back to workflows](#)

Discover workflow templates

Create from scratch

Discover

Available with your plan

Recently used templates

Hub Plan

Marketing Hub

Ops Hub

Sales Hub

Service Hub

Objective

Manage payments

Convert leads

Data cleanup

Follow up

Gather insights

Nurture relationships

Promote something

Share meeting details

Support customers

Onboard customers after successful payment

Tell deal owners when you receive payments

Tell contact owners when leads interact with your website

Send re-engagement email to cold leads

Email website visitors based on page visited

Create and assign tasks when a new deal is created

Remind customers to renew their subscriptions

Send an email series when a form is submitted

Send welcome email to new blog subscribers

Suggest new templates

Share what templates you'd like to see in the library using this 1-minute survey

Discover templates for you

Recommended for you

Templates available with your plan.

Onboard customers after successful payment

Tell deal owners when you receive payments

Tell contact owners when leads interact with your website

Popular

Create and assign tasks when a new deal is created

Send an email series when a form is submitted

Send welcome email to new customers

Best for data cleanup

Capitalize contacts first and last names

Correct invalid ".con" email addresses with ".com"

Remove special characters from a phone number

Best for follow-ups

Onboard customers after successful payment

Send re-engagement email to cold leads

Send an email series when a form is submitted



7. Promo email with specific page visit

Email website visitors based on page visited

Purpose:
Send an email to create awareness for your new product or service after customers visit your website. Consider sending an announcement email, launch email, etc.

What you'll need to prepare:

- The website URL that will trigger this workflow
- The follow-up email you plan to send

[Use template](#)

✔ Compatible with your [HubSpot plan](#)

Template preview

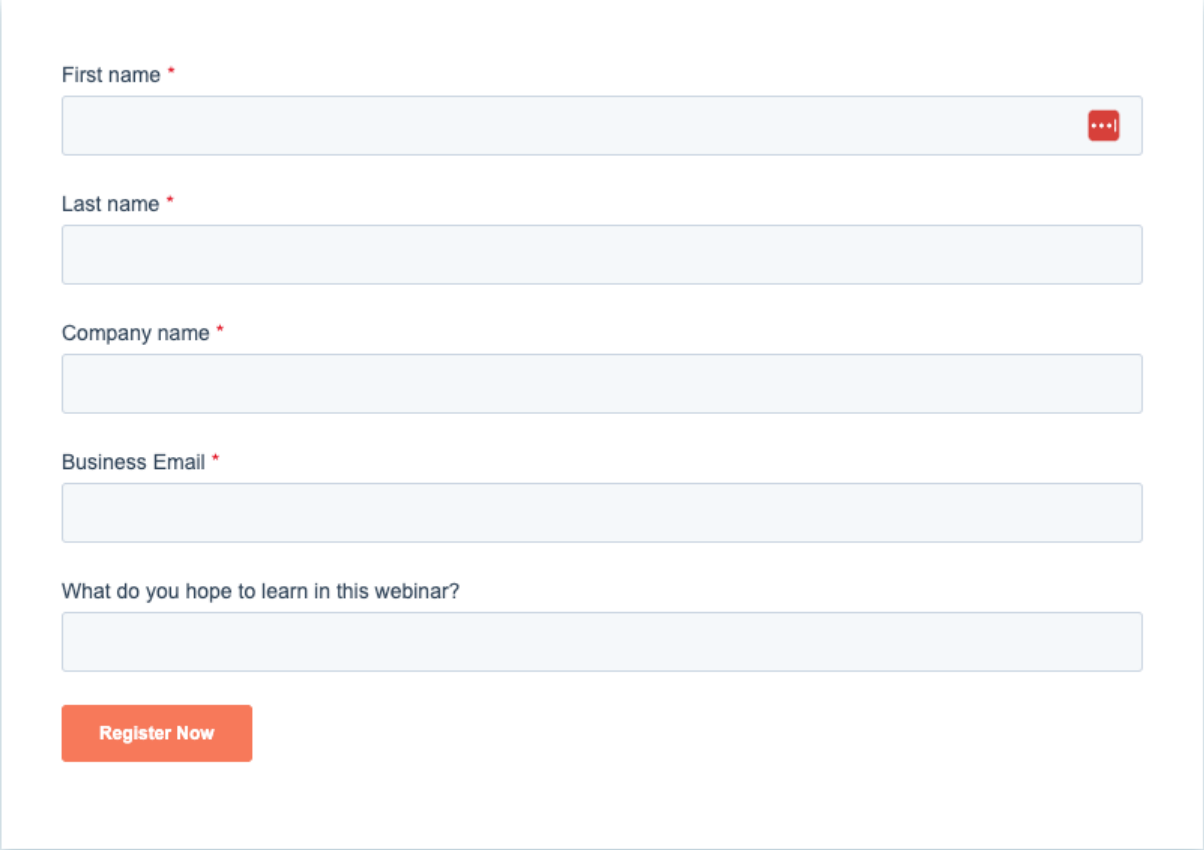
Trigger ⓘ

Someone visits a specific page on your website

Wait one hour

Send a promotional email

8. Use Qualifying Questions in Your Forms



First name *

Last name *

Company name *

Business Email *

What do you hope to learn in this webinar?

Register Now

- Other ideas:
 - Which best describes you?
 - Which is your biggest challenge?
 - How soon are you looking to solve this problem?

9. Use Progressive Forms to Gather More Intel

▼ Queued progressive fields (2)

Replace fields that a user has filled in on an earlier form with a new set of fields. They appear at the bottom of your form and in the order shown below. You can reorder them by dragging and dropping them into place. You can only use contact properties in queued progressive fields.

HubSpot Subscription Level *hubspot_subscription_level* Contact Property Progressive field

☐ Free

☐ Starter

☐ Professional

☐ Enterprise

What is your top marketing challenge at the moment? *top_marketing_challenge_lead* Contact Property Progressive field


Please Select ▼

Drag and drop a form field here

Question to ask yourself and your team:


- What, if you knew it, would help you accelerate a lead toward a sale?
- Or what would help you understand them better to nurture with the right content?

10. Sync Your HubSpot Data for Ad Targeting




Contacts ▾ Conversations ▾ Marketing ▾ Sales ▾ Service ▾ Automation ▾ Reporting ▾ Template Marketplace Partner ▾


[← Back to lists](#)
Create a list



Contact-based
Create a list of Contact records



Company-based
Create a list of Company records




Deal-based
Create a list of Deal records

List name *

What kind of list are you creating?

☒ **Active list** 152 of 1,200 used
Active lists automatically update over time. Records will join or leave the list as their properties change.

☐ **Static list** 61 of 1,200 used
Static lists do not automatically update as your records change. A static list represents a single moment in time.

[← Back to lists](#)
LinkedIn Company Targeting List 

Active list

Estimated size: 7,602 companies ⓘ

Filters

Test company

Discard

Group 1

Lifecycle stage is none of Customer

AND

+ Add filter

OR

+ Add filter group

Close editor

Lifecycle stage

is none of

Customer x

☐ Include records where "Lifecycle Stage" is empty



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10. Sync Your HubSpot Data for Ad Targeting

[<](#) | Create company list audiences

Company List
How does company list syncing work? [Learn more](#)

LinkedIn Company Targeting List

Total companies that will be sent ⓘ
7,602

Ad account
Simple Strat

Name

Audiences

Matched Saved

Create audience Create a lookalike Share a copy Delete Add to Campaign Insights

<input type="checkbox"/>	Audience name ↻	Status	Source
	<input type="text" value="Search by audience name"/>	All	All
<input type="checkbox"/>	SS_LinkedIn All Companies Excluding Customers ⓘ ...	Building	Third-party: HubSpot
<input type="checkbox"/>	HubSpot - all non-subscribers in database ...	Building	Third-party: HubSpot


11. Re-engage gray mail (unengaged contacts)

Don't send to ⓘ

Select lists or contacts

☐ Don't send to **unengaged contacts (1,461)** ⓘ

[Back to Sequences](#)New Sequence



Start from scratch
Start with a blank sequence and add your own emails and tasks.

Start with a pre-made sequence

Recent Conversion
A prospect has downloaded content from your website and you want to reach out.

Event Follow-Up
A sequence designed to follow-up with a prospect you met at a trade show or conference.


Product or Demo Request
A prospect has indicated that they want to learn more about your product.

Preview


Sequence summary

TOTAL STEPS	DAYS TO COMPLETE	AUTOMATION	UNENROLL CRITERIA
0	1	0%	2


Step 1
Choose the next action that the sequence will perform




Automated email
Automatically send an email for me




Manual email task
Get a task reminder to send an email




Call task
Get a task reminder to make a call



General task
Set a general task reminder



InMail task
Get a task reminder to send an InMail



Connection request task
Get a task reminder to send a request

↓

Completed

Edit template

Name: Webinar Intro_Webinar Questions

Owner: Ali Schwanke

Subject: Wednesday - input or ideas?

Shared with everyone

No folder

Hi **Contact: First name**,

I saw you're signed up for the AI webinar this week. Just reaching out to say hello and nice to meet you.

Are there any topics or questions you want to make sure we cover? Or challenges/specific use cases you're struggling with that we can touch on? Let me know and we'll make sure to incorporate.

Talk soon,

B I U T More   Personalize Insert

Your signature will be included when you use this template. [Edit signature](#)


Update existing template

Save as new template

Cancel

 This email looks fantastic!

12. Use HS forms for quizzes and lead activities



SIMPLE STRAT

Super Fun Prop Sheet for the Big Game!

Prize: \$50 Gift Card!

First name *

Email *

How long will it take Chris Stapleton to sing the US National Anthem? (From "Oh" to the end of "Brave") *

1 point

☐ Under 125 seconds

☐ Over 125 seconds

Will Chris Stapleton play the guitar while he sings the National Anthem? *

1 point

☐ Yes


☐ No

Will the coin toss be heads or tails? *

1 point

☐ Heads

☐ Tails

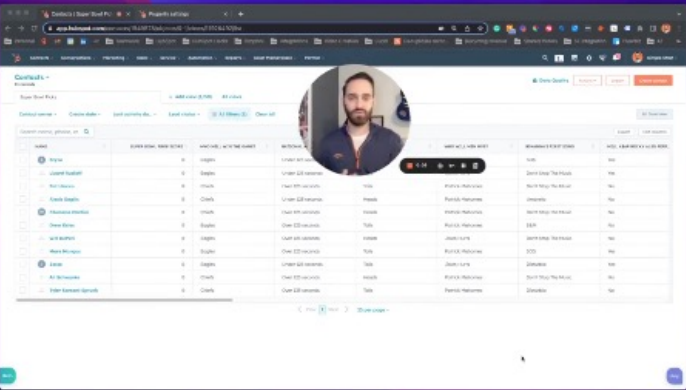


Will DePeri (He/Him) • 1st
HubSpot Solutions Partner // Senior HubSpot Consultan...
9mo •


How can you combine #HubSpot and the #SuperBowl into a super fun team event?

EASY - I used HubSpot lead scoring to calculate the results of our Super Bowl prop sheet.

Learn how to set up lead scoring in HubSpot and who the winner of our prop sheet was in the video below!



20 5 comments • 6 reposts

 Like Comment Repost Send

[View on LinkedIn:](#)



13. Use A/B Testing in Sequences

TEST sequence

Steps Settings Automation

Sequence summary

TOTAL STEPS

1

DAYS TO COMPLETE

1

AUTOMATION

100%

UNENROLL CRITERIA

2

Actions ▾

1. Automated Email - Day 1

Version A - Inbound 23 Invite 2

Meet at INBOUND?

Hi Contact: First name, Any thoughts on meeting up at INBOUND next week? Cheers,

See more

Version B - Inbound 23 Invite 1

Meet at INBOUND?

Hi Contact: First name, I saw from the one-click survey in our recent HubSpot Hacks newsletter that you'd be heading to

See more

Add A/B test

Step performance			
STEP NAME ▴ ▾	EXECUTED STEPS ▴ ▾	MEETINGS ▴ ▾	OPENS ▴ ▾
<div></div> <div>Step 1 Automated email</div>			
A: Webinar_AI_email 1_Version A_Register	45	0%	20%
B: Webinar_AI_email 1_Version B_Invitation	60	0%	25%



14. Enroll new contacts in “indoctrination” series

Send an email series when a form is submitted

Purpose:
Thank visitors after their first form submission. Show them you care by sending a welcome email followed by another email that contains valuable content such as an ebook, or a link to a popular blog post or news article.

What you'll need to prepare:

- The welcome email you want to send
- The follow-up lead nurture email you want to send

[Use template](#)

✔ Compatible with your [HubSpot plan](#)

Template preview

Trigger ⓘ

A lead who found your website through an online source fills...

Send a welcome email

Wait 3 days

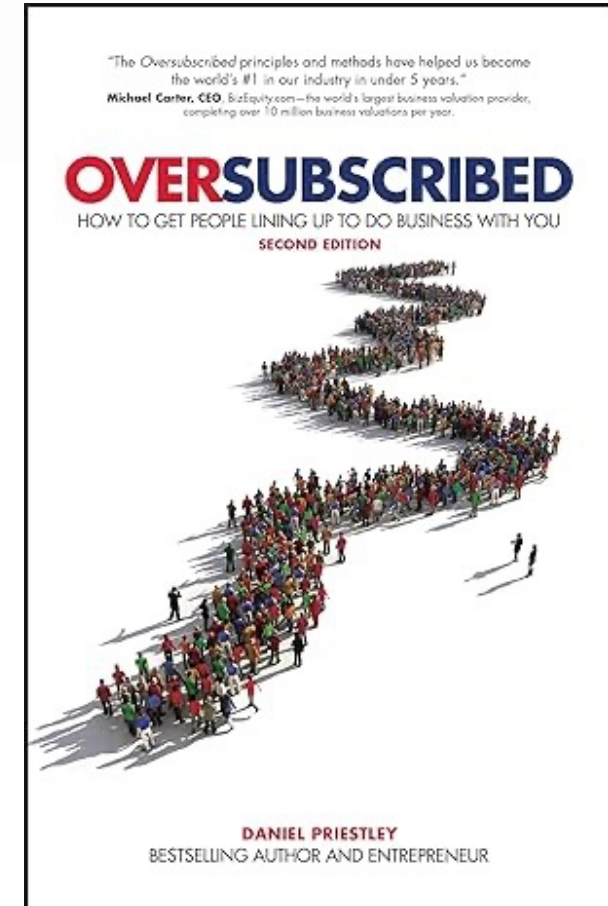
+ 1 more action

14. Enroll new contacts in “indoctrination” series

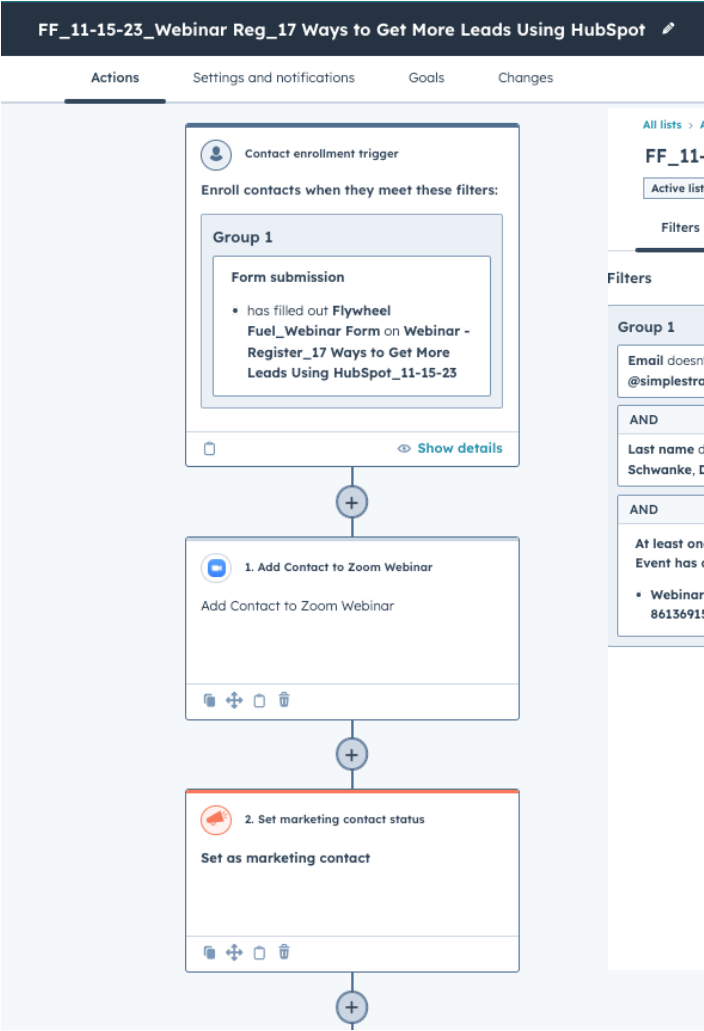
Based on the information provided, what would help them know you faster?

In Oversubscribed, the author talks about the 7-11-4 rule in terms of how we form connections - his principal focuses on time, interactions and locations.

So, you need to have spent 7 hours, across 11 interactions, in 4 locations to form a bond.



15. Host virtual events synced with HubSpot



All lists > All folders > Webinars > Flywheel Fuel > FF_11-15-23_Webinar Reg_17 Ways to Get More Leads Using HubSpot

FF_11-15-23_Webinar Reg_17 Ways to Get More Leads Using HubSpot

Active list Size: 111 contacts Last contact added: November 15, 2023 9:40 AM

Filters Performance

Filters

Test contact

Edit filters

Group 1

Email doesn't contain any of @simplestrat.com

AND

Last name doesn't contain any of Eaglin, Schwanke, DePeri, Estes, Rudloff, or Mangus

AND

At least one Zoom: Webinar Registration Event has all of:

- Webinar Id is equal to any of 86136915584

CREATE DATE	ORIGINAL SOURCE	ORIGINAL SOURCE DRILL-DOWN 1	LATEST SOURCE	LATEST SOURCE DRILL-DOWN 1	LATEST SOURCE DRILL-DOWN 2
Yesterday at 2:14 PM	Email marketing	flywheel fuel webinar series	Email marketing	flywheel fuel webinar series	Webinar Registration
Yesterday at 6:48 AM	Direct traffic	blog.simplestrat.com/17-signs-your-...	Organic search	Unknown keywords (SSL)	GOOGLE
Yesterday at 5:40 AM	Organic search	Unknown keywords (SSL)	Email marketing	flywheel fuel webinar series	Webinar Registration
Nov 13, 2023	Organic Social	Reddit	Organic Social	Reddit	--
Nov 13, 2023	Organic Social	LinkedIn	Email marketing	flywheel fuel webinar series	Webinar Registration
Nov 12, 2023	Organic Social	LinkedIn	Email marketing	flywheel fuel webinar series	Webinar Registration
Nov 11, 2023	Organic Social	YouTube	Email marketing	flywheel fuel webinar series	Webinar Registration
Nov 9, 2023	Organic Social	YouTube	Email marketing	flywheel fuel webinar series	Webinar Registration
Nov 9, 2023	Organic Social	YouTube	Email marketing	flywheel fuel webinar series	Webinar Registration
Nov 8, 2023	Organic Social	YouTube	Direct traffic	simplestrat.com/content-partnerships	--
Nov 7, 2023	Organic Social	YouTube	Email marketing	flywheel fuel webinar series	Webinar Registration
Nov 6, 2023	Email marketing	flywheel fuel webinar series	Email marketing	flywheel fuel webinar series	Webinar Registration
Nov 5, 2023	Organic Social	YouTube	Email marketing	flywheel fuel webinar series	Webinar Registration
Nov 4, 2023	Organic Social	YouTube	Email marketing	flywheel fuel webinar series	Webinar Registration
Nov 3, 2023	Direct traffic	blog.simplestrat.com/hubspot-sequ...	Email marketing	flywheel fuel webinar series	Webinar Registration
Nov 3, 2023	Organic search	Unknown keywords (SSL)	Email marketing	flywheel fuel webinar series	Webinar Registration
Nov 3, 2023	Organic Social	LinkedIn	Organic Social	LinkedIn	--
Nov 1, 2023	Direct traffic	info.simplestrat.com/webinar-new-n...	Email marketing	flywheel fuel webinar series	Webinar Registration
Oct 31, 2023	Organic Social	LinkedIn	Organic Social	LinkedIn	--



15. Host virtual events synced with HubSpot

AND
At least one Zoom: Webinar Registration Event has all of:
• Webinar Id is equal to any of 83014807448
AND
At least one Zoom: Webinar Attendance Event has all of:
• Occurred is equal to 06/07/2023 (UTC)

Specific follow up messages based on attendance:

Did attend – “Did you get your questions answered? Would you like to schedule a call with a HubSpot specialist?”

Did not attend – “Here are some of the key takeaways” – nurture and then ask for a call

16. Identify easy touch points for templates

Edit template

Name: Agency Introduction for Partner Meeting - from event

Owner: Ali Schwanke

Subject: Introduction

Private No folder

Hi Contact: First name,

This is Ali Schwanke - we met at the (EVENT NAME AND WHEN). It was nice meeting you and getting to talk to you about (TOPIC).

I'd love the opportunity to connect with you soon to learn more about your company and the types of clients you serve, as well as share more about us in case you might know companies who could benefit from our help.

Would you be open for a short meeting or call in the next week or so?

My cell is listed below in case you'd rather chat vs. email :)

Rich text editor toolbar

Your signature will be included when you use this template. [Edit signature](#)

Update existing template

Save as new template

Cancel

1 Content suggestions

Edit template

Name: C54 San Diego Meetup

Owner: Ali Schwanke

Subject: C54 Meetup San Diego Mar 24?

Shared with everyone No folder

Hi Contact: First name,

I'm reaching out as we're both part of Collective 54 and I'll be in San Diego March 23 and 24 and wanted to see if you may be interested in a meetup with other members in the area?

I've reached out to a few folks but if a group doesn't work out, even a 1-on-1 lunch or coffee would be great to get to know each other and learn about our businesses a bit more.

Interested? I'm hoping to nail down plans and travel soon as I'm in town for an event anyway. Appreciate it!

Rich text editor toolbar

Your signature will be included when you use this template. [Edit signature](#)

Update existing template

Save as new template

Cancel

✓ This email looks fantastic!

© Simple Strat | Proprietary and Confidential.

40

16. Identify easy touch points for templates

Edit template

Name: General - Get More Out of LinkedIn

Owner: Ali Schwanke

Subject: Pick my brain about LinkedIn

Shared with everyone No folder

Hey **Contact: First name**,

I'm reaching out to share a resource that may be helpful to you and your team, especially if you're wanting to generate better results, engagement, leads, etc on LinkedIn <https://blog.simplestrat.com/guide-to-better-results-on-linkedin>

What this covers:

- What most are doing wrong on the platform
- Why audience is more important than what you have to say
- LinkedIn prompts to use if they don't know what to post about
- The importance of engagement

+ more

B I U T More

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1 Content suggestions

Edit template

Name: LinkedIn Convo Follow Up

Owner: Ali Schwanke

Subject: Follow up from LinkedIn Convo

Shared with everyone No folder

Hey (name)

I'm reaching out to follow up on our conversation from LinkedIn. I'd love to explore (insert topic) further and see how we may benefit from knowing more about each other's companies, and potentially collaborate or work together in some capacity.

Feel free to [book directly on my calendar here](#) or shoot me a link to your availability and we'll get it nailed down.

Looking forward to it. Talk soon!

B I U T More

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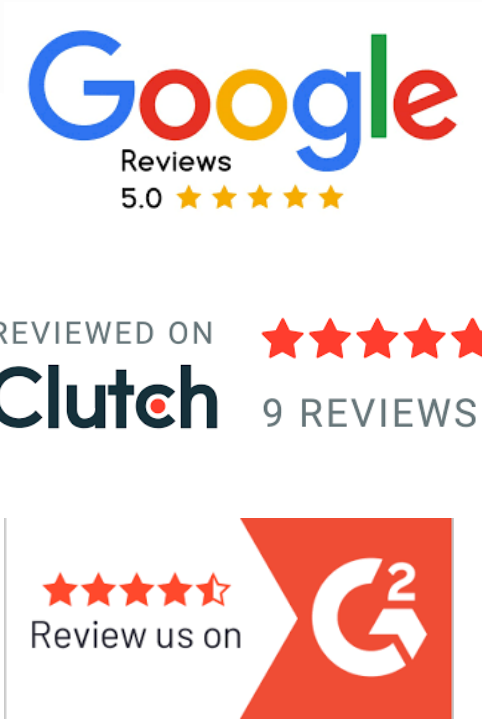
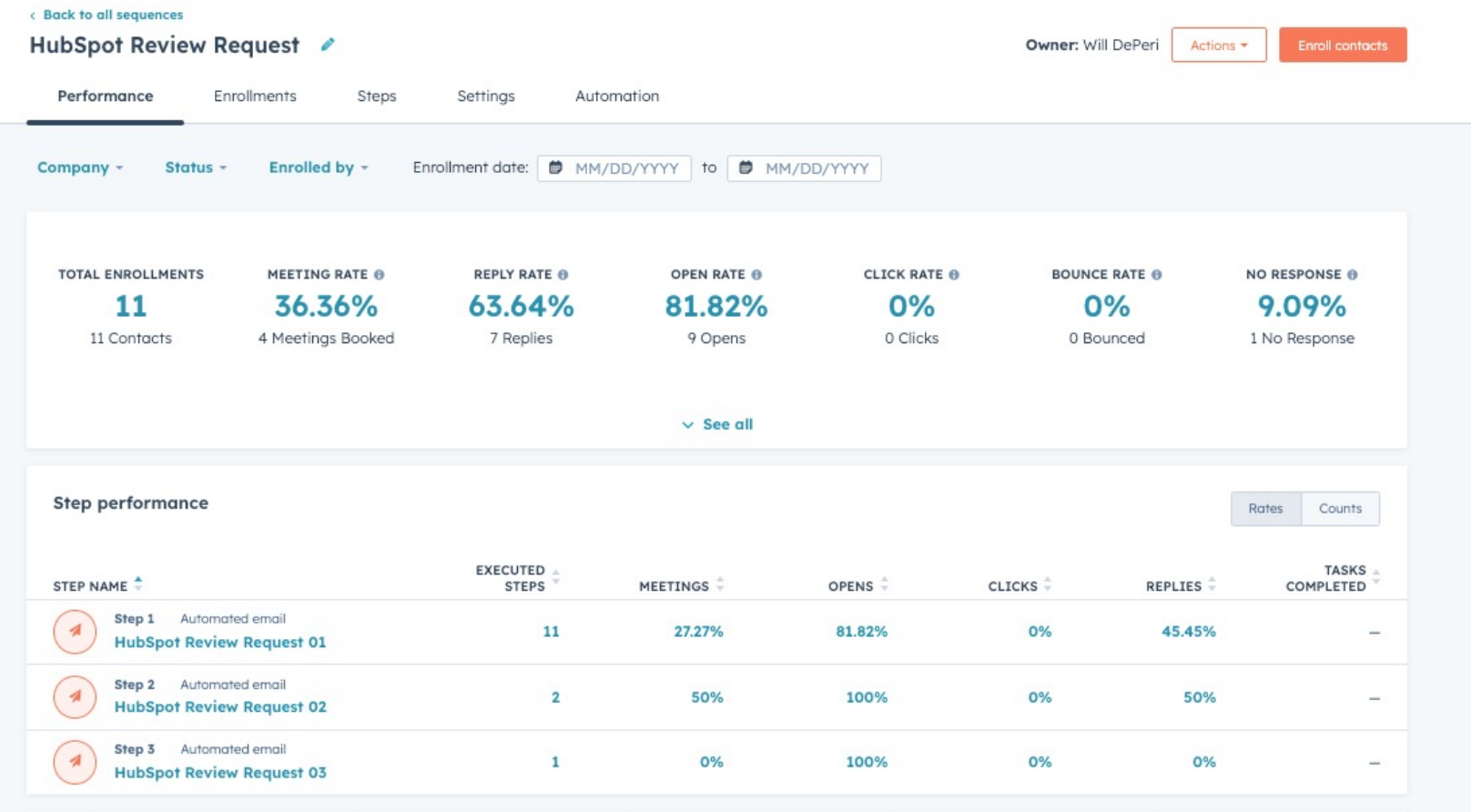
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2 Content suggestions

17. Generate leads through reviews/referrals



Analyzing Next Steps: Framework

Lead Gen Strategy	How we could use HubSpot to do this	What we'd need to do this:	Effort level	Need external support?	Timeline
Getting more referrals	Send 1x/month referral request	Referral template; knowing who to send referral to (don't have a property for this)	1	yes	Q1
Getting more referrals	Send 10 review requests per rep per month	Review template based on platform; tracking of who we've asked	2	yes	Q3
Getting more leads from high traffic pages	Pop up conversion for our newsletter	Pop up form; compelling offer to get on the newsletter; subscriptions	1	no	Q1

Before jumping in:

1. Gather ideas – start with the question.... “How might we _____?”
2. Look at what’s working vs not working
3. Explore your current HS level vs what’s an upgrade
4. Acknowledge time and resources
5. Seek help where needed

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PRESENTED BY
TYLER SAMANI-SPRUNK

Q&A

What questions can we answer?

